

MULTIMEDIA



UNIVERSITY

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK3874 – GLOBAL MARKETING

(All sections / Groups)

04 MARCH 2016

09:00 a.m – 11:00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages with 5 Questions only excluding the cover page.
2. Answer any **FOUR (4)** of the **FIVE (5)** questions.
3. The distribution of the marks for each question is given.
4. Please write your answers in the **Answer Booklet** provided.

QUESTION 1

a) What is meant by competitive advantage? Explain, giving examples as to how globalization presents companies with unique opportunities to reconfigure themselves.

(8 marks)

b) Describe how the global marketing strategy is different when compared to that of single country marketing.

(7 marks)

c) The Coca-Cola Company has convincingly demonstrated that the ability to think globally and act locally can be a source of competitive advantage. Justify this statement using examples.

(5 marks)

d) Using McDonald's as an example, show how effective global marketing can be successfully achieved.

(5 marks)

(Total: 25 marks)

Continued

QUESTION 2

a) There are considerable differences and similarities among world cultures. This makes the task of the global marketer much more difficult. Giving examples show what factors have to be taken into account when planning marketing strategy for different parts of the world.

(8 marks)

b) London's *Sunday Times* reported that Mecca-Cola has become the drink which has come to be seen as "politically preferable" to Pepsi or Coke in many Muslim countries. Also, Danish products were boycotted in many Islamic countries in protest of an offensive cartoon that was printed in Danish newspapers. Considering these two examples, show how religion can have an impact on marketing.

(7 marks)

c) The diversity of cultures around the world is also reflected in languages and communication: When KFC translated its slogan "Finger Licking Good" it became "Eat your fingers" in Chinese; similarly "Pepsi is for Generations" became "your grandparents will come out of the grave to drink Pepsi." Demonstrate how verbal and non-verbal communication can have an impact on marketing around the world.

(10 marks)

(Total: 25 marks)

Continued

QUESTION 3

a) What are some of the pitfalls in assessing market potential and choosing target markets or segments? (7 marks)

b) Assume that the market segment is judged to be large enough, and the strong competitors are either absent or deemed to be vulnerable, then is it safe to enter the country? Justify your answer by giving reasons. (8 marks)

c) After evaluating the identified segments, decisions have to be made whether to pursue a particular opportunity or not. Assuming the decision is made to proceed, an appropriate targeting strategy must be developed. Explain the basic categories of target marketing strategies and how they can be implemented. (10 marks)

(Total: 25 marks)

QUESTION 4

a) Dell's rise to a leading position in the global PC industry was based on Michael Dell's decision to bypass conventional channels by selling direct and by customizing computers. Discuss the importance of channel innovation, giving examples of piggyback marketing in emerging markets. (7 marks)

b) Companies entering emerging markets for the first time must exercise particular care in choosing a channel intermediary. Generally, a local distributor is required. What are some of the guidelines that should be considered in selecting a distributor in order to avoid any problems? (8 marks)

c) Distribution channels around the world are highly differentiated. However these differences cannot be explained just by culture and income level of the existing market. What is the difference between *organic growth* and *franchising*? (10 marks)

(Total: 25 marks)

Continued...

QUESTION 5

- a) A number of factors must be taken into account when determining the extent to which the promotions must be localized. List and describe those factors giving examples.
(8 marks)
- b) Giving examples, show how sampling can be an effective sales promotion technique.
(7 marks)
- c) Basic issues for companies that sell globally are the composition of the sales force in terms of nationality. List choices that are available to companies for selecting a sales force. Outline advantages and disadvantages of each choice.
(10 marks)

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